

For Immediate Release



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**RENOWNED EDUCATIONAL SALES TRAINING FIRM
FORMS EXCLUSIVE STRATEGIC PARTNERSHIP AIMED AT
INCREASING CAREER SCHOOL AND COLLEGE ENROLLMENTS**

ORLANDO FLORIDA, 1 June 2005 – **Nancy Rogers**, highly acclaimed management consultant and authority in the educational sales training industry, has joined in an exclusive strategic partnership with **GetStarts Inc.**, a marketing and advertising agency. The new collaboration is aimed at providing all the essential services private, post-secondary schools and colleges need to increase student enrollments. Rogers' company, **Source for Training Inc.** focuses entirely on training the admissions staff to increase conversions from source to start. **GetStarts™** offers a broad range of measurable marketing services and tools, including integrated marketing programs, creative services, media buying, direct mail, interactive marketing and call measurement and monitoring tools.

"My company has provided admissions training to educational institutions throughout the U.S. and Canada for more than 18 years, and I've seen first-hand the tremendous need schools have for additional services to increase their enrollments," says Rogers. "By referring them to **GetStarts™** for these additional services, I know my clients will be getting top-quality marketing and advertising services from a company that has experience helping career schools and colleges increase their enrollment."

Rogers says that **Sammy James**, President of **GetStarts™**, brings a lot to the table, having won top awards in advertising design from both the Southern California and San Diego Advertising Community. James has 25 years of experience in all forms of marketing, both inside and outside the education category. One recent campaign for an IT certification school doubled inquiries in the first week.

The exclusive partnership between **Source for Training Inc** and **GetStarts™** provides schools with the following services:

- On-site conversion training for admissions staffs
- Call monitoring for on-going training
- Communication, promotion, and PR strategies
- Creative advertising planning and production
- Traditional and on-line media planning and buying
- Web site re-designs and Call-to-Action landing sites and conversion optimization
- Interactive marketing including search engine optimization and pay-per-click campaigns
- Lead identification tools with real-time reporting
- Lead tracking and management tools

Source for Training Inc. can be reached at 407-420-1010 or at www.sourceforschools.com

GetStarts Inc can be contacted at 619-237-1097 or by visiting www.getstarts.com

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